



Charlotte's Photographic
Speed Enforcement Program

The Speeding Problem

- In 2003 CMPD investigated nearly 27,000 motor vehicle crashes
- Speed was a contributing factor in 26 of the 53 fatal crashes in Mecklenburg County in 2003
- More than 2,700 people were injured in speed related crashes.
- Overall, speed is a factor in more than 25% of crashes in Mecklenburg County
- The annual cost of speed related crashes in Mecklenburg County exceeds 450 million*

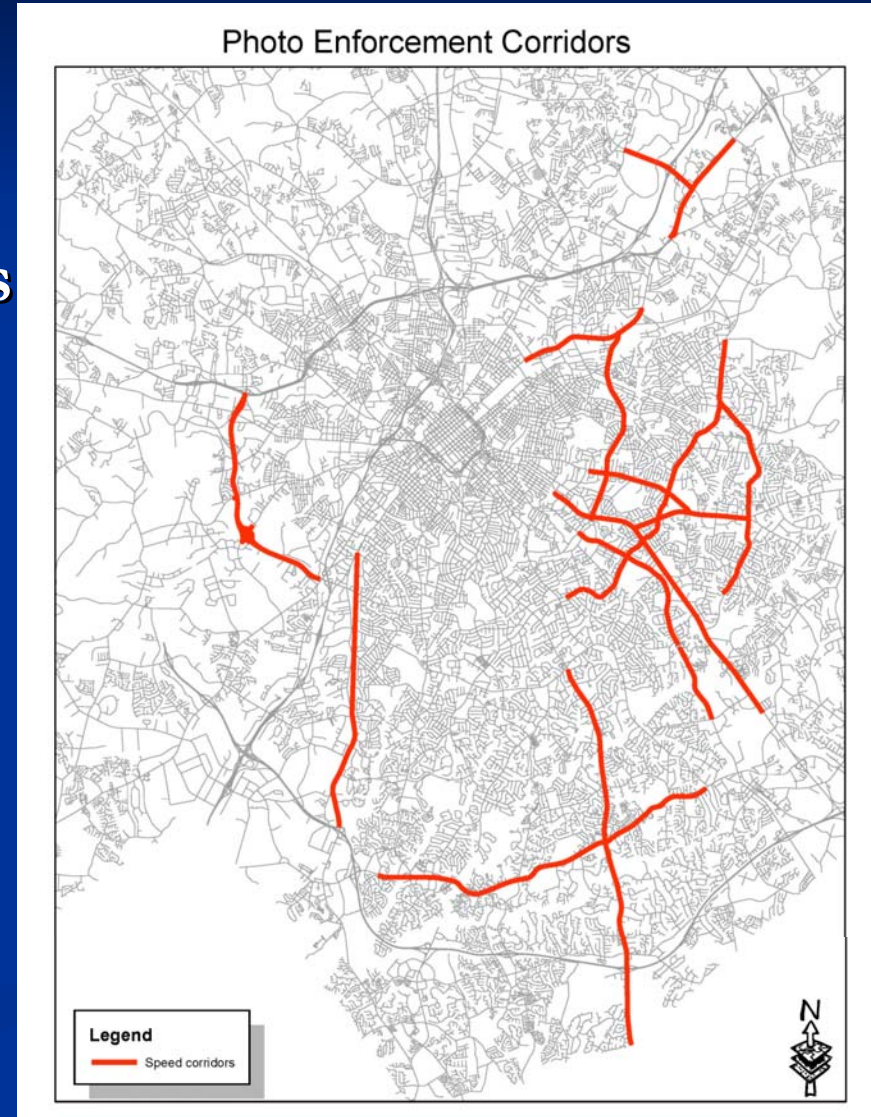
*The Economic Cost of Motor Vehicle Crashes, 1994
National Highway Traffic Safety Administration

The Speeding Problem

- Mecklenburg County has the largest number of crashes per 1000 people in North Carolina
- Mecklenburg County has the highest insurance rates in North Carolina
- 70% of Charlotte residents identified speeding vehicles as a “major threat” to their personal safety in a recent poll
- More than 80% of fatal crashes occur on local streets
- Traffic crashes are traumatic events capable of lifelong emotional and physical scars

The Speeding Problem

- CDOT Traffic Safety Identified 14 corridors where speed related crashes occurred more frequently
- These corridors constitute only 2% of the total road mileage but account for more than 30% of speed related crashes



Legislative Challenges

- Many legislators opposed the bill
- Content of the bill changed dramatically
- Many changes were derailing tactics
- Other changes were compromises designed to get the bill through committees and eventually through the House and Senate

N C Training & Education Standards Commission Challenges

- Approves the use of speed measuring instruments in N C
- Rejected the use of RADAR for photographic speed enforcement (Cosine Effect)
- Approved the use of Laser for photographic speed enforcement
- This decision eliminated two vendors from the evaluation process and delayed implementation

Program Support & Public Awareness

- Evaluation by NC State University Institute for Transportation Research & Education
- Contracted with local company to conduct 120 speed studies
- Signed speed limit signs throughout corridors with supplemental plates



A photograph of a roadside scene featuring two white rectangular signs with black borders. The top sign displays 'SPEED LIMIT 45' in bold black text. The bottom sign displays 'PHOTO ENFORCED' in bold black text. The signs are mounted on a metal post. In the background, there are several utility poles with numerous power lines crisscrossing the sky. A street lamp is visible to the left of the signs. The sky is overcast and grey. In the bottom left corner, there are some trees and a hillside. In the bottom right corner, a portion of a building is visible.

**SPEED
LIMIT
45**

**PHOTO
ENFORCED**

**PHOTO SPEED
ENFORCEMENT
AHEAD**

**SPEED
LIMIT**

55



Public Awareness

Grassroots Efforts

- One on one meetings with community leaders
- Safe Speed presentations by Community Coordinators, School Resource Officers, and Crime Prevention Officers
- Press conferences, news interviews
- Link on CMPD web page
(English/Spanish)

Public Awareness

Traditional Efforts

- 3 :30 second television commercials produced
- Billboards were produced and posted along major routes including the enforcement corridors
- Print ads in area English/Spanish newspapers
- :10 second radio spots linked to traffic reports as well as :60 second radio ads

This is your WARNING.

**SPEED A LITTLE
LOSE A LOT**

Traffic Safety Advisory Committee





**You'll see this before
the camera sees you.**

**SPEED A LITTLE
LOSE A LOT**

Traffic Safety Advisory Committee





**Esto verás antes de que
la cámara te vea.**

**Recuerda que manejar
a alta velocidad te costará.**

**NO TE ARRIESGUES
NO CORRAS**

Traffic Safety Advisory Committee



Program Operation

- Operates on same principles as current radar systems and is used in the same manner
- System is mobile and can be moved to any location
- Lidar certified police officers man the units, conducts system checks and monitor operation



Program Operation

- Can issue citations at a rate of one every .5 seconds
- Computer records the date, time, speed and location of the violation
- Photographs the violators vehicle and tag number and encrypts precisely where the laser was aimed





City of Charlotte
Safe Speed Camera Enforcement Program
229 South Brevard Street, Suite 102, Charlotte, NC 28202
(704) 375-3177



NOTICE OF CITATION
AVISO DE CITACION

Payment Due Date: 09/07/2004
Fecha de vencimiento de pago

Citation Number 3710927
Numero de citacion

Internet Password: 7C9VS1
Contraseña del Internet

Amount ~ Cantidad: \$50.00



Charlotte, NC 28227

Amount Paid ~ Cantidad pagada

\$

Contact us on the Internet for
citation information and payments at:

<https://onlineviolation.com/charlottenc/speeding>

Póngase en contacto con nosotros por Internet para
obtener información sobre citaciones y pagos en:

<https://onlineviolation.com/charlottenc/speeding>

Detach here and return the above portion with your payment
Separe aquí la hora y devuelva la parte superior con su pago

Speed limit límite de velocidad	Speed Velocidad	Vehicle Tag Number Numero de calcomanía del vehículo	Date / Time Fecha / Hora	Location of Violation Ubicación del vehículo
45.00	59.00		08/03/2004 11:54 AM	3500-3700 Independence Blvd west

On August 03, 2004 at 11:54 AM your vehicle was photographed (see below) while exceeding the posted speed limit in violation of Charlotte City Code Section 14-203. The civil fine for this violation is \$50.00. No points will be assessed against your driving record or insurance as a result of this violation. Please see the reverse side for payment and the process to appeal this citation.

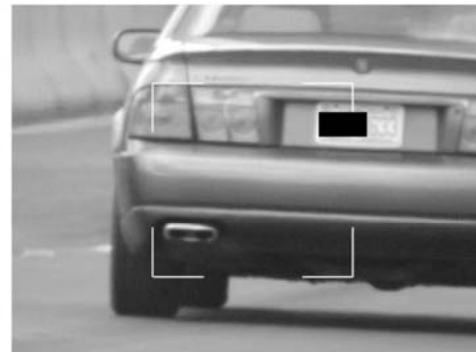
This program has been initiated to increase roadway safety and reduce accidents, injuries and fatalities.

Important Notice: Failure to pay this civil fine by the due date shown above will result in an additional late penalty of \$50.00. Request for appeal, transfer of responsibility, or payment must be received prior to the due date to be considered. On-line payments and appeal is available at the internet address noted above.

El August 03, 2004 a las 11:54 AM su vehículo fue fotografiado (vease abajo) mientras excedía el limitado anunciado de velocidad en violación a la Sección del Código de la Ciudad de Charlotte 14-203. La multa civil por esta violación es de \$50.00. No se agregaran puntos a su historial de infracciones de tránsito o a su seguro como resultado de esta violación. Favor de ver el lado reverso para saber sobre el pago y el proceso de apelación de esta citación.

Este programa se ha iniciado para aumentar la seguridad de tránsito y para reducir accidentes, lesiones y muertes.

Aviso importante: No pagar esta multa civil antes de la fecha de vencimiento arriba tendra como resultado una multa por retraso de \$50.00. Se deben recibir las peticiones por apelación, las transferencias de responsabilidad, o los pagos, antes de la fecha de vencimiento para que se tomen en consideración. Los pagos y las apelaciones en línea están disponibles en la dirección del Internet escrita arriba.



Safe Speed

- No insurance or DMV points assessed
- \$50.00 civil citation sent to the registered owner of the vehicle
- Citations are sent by certified mail and printed in English and Spanish
- Established appeal process



Final Reviewer

Current Status: Waiting for a Decision



Initial View

Click on the image to magnify



License Closeup

Click on the image to magnify



Final View

Click on the image to magnify

Case #: 4307133

Date/Time of Violation: Dec 28, 2004 04:39:10 PM

Speed: 56.00

Violation: Speeding

Location: 7706 Tryon Street north

Posted speed: 45.00

[Reject this violation](#)

Enter the rejection reason:

Reject

Add Note

[Previous Searches](#)

[Approve This Violation](#)

License State : NC

License Number : TNW [redacted]

Make : FORD

Model : Taurus GL

Year : 1996

Color : N/A

Create Violation

Return Case to Queue

[Request Vehicle Information](#)

License Plate State: NC

License # : [redacted]

Retrieve DMV Info

Violation History

What Safe Speed Will Do

- Supplements current speed enforcement initiatives
- Increases likelihood of detection therefore increases compliance
- Reduces median speed and crash rates in areas where it is deployed
- Holds drivers accountable without a burden on the court system
- Saves tax dollars by using technology instead of police officers.

What Safe Speed Will Do

- In 2004 CMPD issued 27,150 speeding citations
- From August 2, 2004 to April 2, 2005 (6) officers operating Safe Speed issued 19,452
- 103 appeals, all but 6 citations upheld

What Safe Speed Doesn't Do

- The program does not generate revenue for the City. Safe Speed is self funding. Revenue generated by citations pay all operating costs and any additional revenue goes to the school system.
- Safe Speed does not replace police officers and established enforcement initiatives

Comparable Systems

- Similar technology has been used successfully in several cities across North America and throughout Europe
- Campbell, California The number of speeding vehicles decreased by 63% after one year of operation
- Paradise Valley, Arizona Photo Radar credited with a 40% reduction in crashes since 1987

Initial Assessment

NC State University Institute for Transportation Research & Education

- Initial report showed that the test and control sites were valid
- Opinion surveys were very favorable in regards to the acceptance and public awareness of the program
- Overall photographic speed enforcement programs show significant speed and crash reductions
- Halo effect of photographic speed enforcement can be significant

Initial Assessment

UNC Charlotte Urban Institute

2004 Charlotte-Mecklenburg Annual Survey

AAA Carolinas Member Survey

- 70% felt that speeding was a major threat to their personal safety
- 67% supported using Photo Enforcement to identify speeding vehicles
- 89% were aware of the Safe Speed program
- More than 70% of AAA members in NC/SC favored the use of automated enforcement

Keys to Success

- Set Clear Goals (crash/speed reduction)
- Extensive public education/support campaign
- Support from the community, local government officials and legislative delegation
- Construct a contract recognizing contrasting goals (public safety / profit)
- Comprehensive and independent analysis of program
- Keep the public informed
- Recognize limitations of the technology
- Employ a comprehensive approach
- Maintain deployment control and only deploy where crash and speed data and public interest support